# Give Me

## Joe Saitta

# My Grants Background

- Written successful grants
- Served as contract grant reviewer
- Taught written communication
- Taught public sector finance

# Audience Analysis on the Fly

1. Written at least one grant?
2. Written at least one successful grant?
3. Very experienced grant writer?
4. Just realized this is **not** the "501c3 incorporation" session and want to leave discreetly right now?

# What this Session is Not

- A cook book for writing a grant
- An in-depth study of the subject
- A monologue by the presenter

# Program Overview

- The POWER Formula
- Grant Application Components
- Audience Participation: Practical Tips

Please ask questions or make comments as they arise.

# The POWER Formula

**P**re-writing

**O**rganizing

**W**riting

**E**diting

**R**e-writing

# Pre-writing

- Gathering materials
- Doing research
- Writing as a group vs. alone
- Using "scholarship"
- Selecting a style book

# Organizing: Using What Works

- 3 X 5 cards
- The Harvard Method
- "Built In" Organizers
  - Grant Proposal Format
- Mindmapping

# Mindmapping
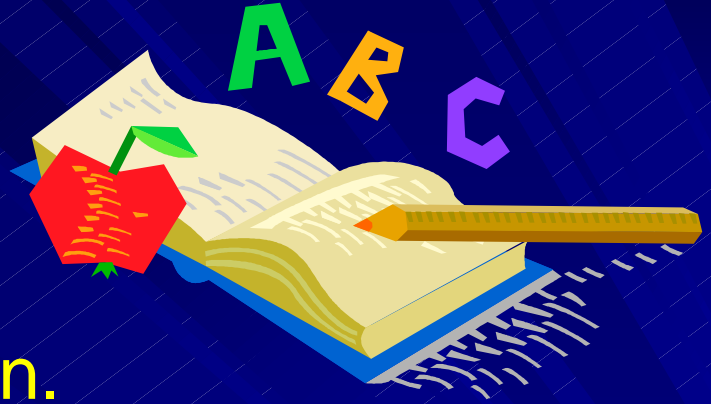
**CCC Grant**

**Budget**

# Writing

- Again, use what works for you: pencil, pen, computer, etc.; ditto for the location.
- Begin with your format/organizer.
- Good writing is like a fine watch.
- Essentially, consider pertinent brevity.

# Editing

- Not just at the conclusion.
- The Five Writing Concerns:
  - Audience, Purpose, Content, Structure, Style.
- Short text editing method.
- Use your style book.
- "Cool down" period.
- Grammar-Punctuation-Spelling (GPS).

# Are GPS important?

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# Re-writing

- Number or date each draft.
- Have someone else read the document for:
  - G-P-S
  - Clarity
  - Requirements
- Again, "cool down" period
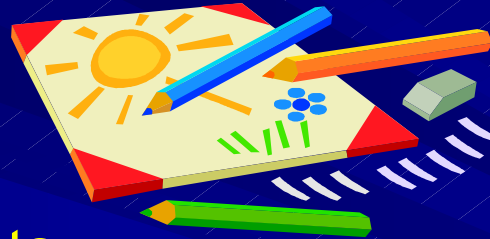
# Major Grant Components

- Cover Letter
- Executive Summary
- Grant Narrative
- Appendices
- Anything else?

# Cover Letter

- On your letterhead paper
- Identifies grant by name and number
- Briefly describes your organization
- In two or three sentences: how much money you want and why
- Provides contact information

# Executive Summary

- May be optional or required
- Usually written after all other sections
- In about 100-200 words total captures the essence of each major sub-section from the grant narrative.

# Grant Narrative

- Community Service Area Description
- Area Threat Assessment
- Community Partnerships and Resources
- Goals and Objectives
- Strategy and Action Plan with Timelines
- Proposed Budget

# Community Service Area Description

- General geographical location
- Square mileage of location
- Base population and any fluctuations
- Unique topographic features
- Important/essential facilities
- Natural and technological hazards

# Area Threat Assessment

- Symbolic and Historical Targets
- Public Buildings and Assembly Areas
- Controversial Businesses or Agencies
- Infrastructure Systems
- Other Possible Targets

# Community Partnerships

- Describe each one in brief
- Explain specifically how each works with your organization or agency
- Include letters of support in Appendices

# Goals and Objectives

- Goals: long term targets
- Objectives: smaller pieces that lead to goal accomplishment.

- Objectives use ABCD format:

  **A**udience

  **B**ehavior

  **C**ondition

  **D**egree

# Examples

- Goal example: Improve the level of training of MRC members.

- Objective example: Each MRC member will complete CERT training, according to the FEMA format, with a minimum score of 80% by NLT 1/1/05, at a cost NTE $90 per student.

# Strategy and Action Plans with Timelines

## Example: Recruitment Strategy

| Action Steps | Timeline |
|---|---|
| 1. Materials development | 10/04 – 11/04 |
| 2. Press release | 12/1/04 |
| 3. Open house X 2 | 12/10/04 & 12/20/04 |

# Proposed Budget

- Usually, uses an Excel spreadsheet
- Codes are specific to granting organization
- Automatic tabulation, but double-check the math results
- Total <u>must</u> be within the grant's limits

# Appendices

- Resumes: Key Staff and Volunteers
- Budget Justification
- Letters of Support
- Samples of the Group's Work Products
- Recent Articles about the Organization
- Signed Grant Forms
- Organizational Structure of the Group
- Meeting Rosters for X Time Period

# Resumes

- Use same format for all
- Limit to one or two pages per person
- Organize alphabetically or by pertinence
- Edit each as needed

# Resume Components

Name
Contact Info

Education

Job Experience

Volunteer Experience

# Budget Justification

- Why do you want this item?

    Example: For on-scene identification the group would like to purchase vests for each members @ $10 per vest X 200 members = $2000.

# Letters of Support

- Should represent a good cross-section of your area's agencies and volunteer groups
- Update these semi-annually
- If necessary, you draft the letters for agencies or organizations
- Letters should include what specific past and current actions indicate solid working relationships

# Samples of the Group's Work Products

- Brochures, posters, flyers
- Group's logo
- Screen shots of website

# Organizational Structure of the Group
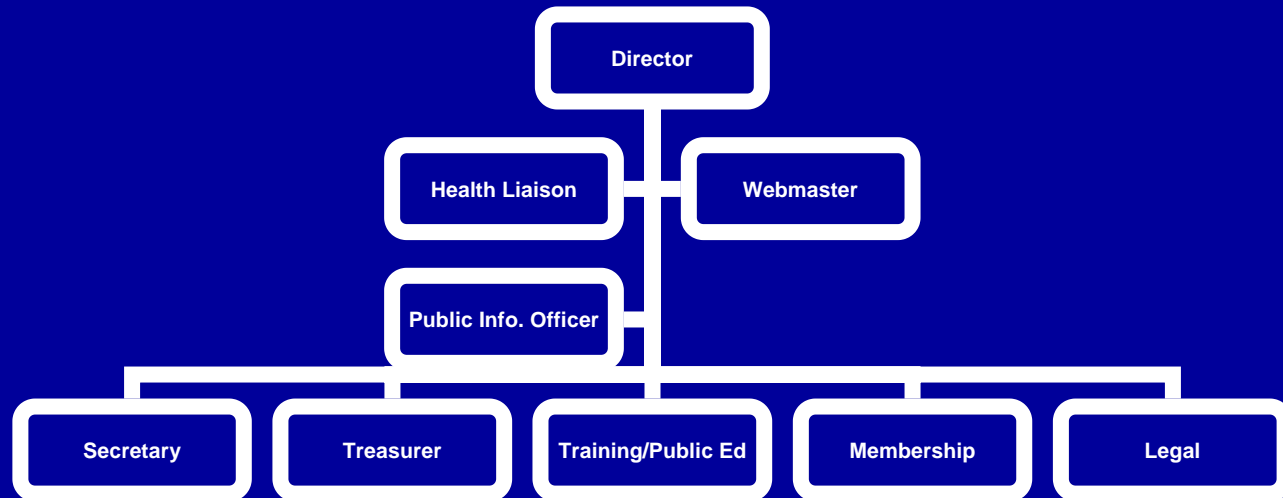
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# Possible Grants

- VDEM: http://www.vaemergency.com/library/grants/index.cfm
- CIVP: http://www.vahealth.org/civp/fundcivp.asp
- In federal sector DHHS is clearinghouse: http://www.grants.gov/

# My Contact Info

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# Practical Tips

- Turn the application in!
- Go the extra step so it arrives on time.
- If a form is stupid and required, just do it.
- Start on most time-consuming part first.
- Clarify grant requirements.
- Get "easy stuff" done in advance.
- Audience Participation: tell us your practical tips for grant writing success!